

# FORGE POWERED

# Brand Kit

FOR CREATIVITY AND CONSISTENCY

Work Where  
It Works  
For You

OUR  
BRAND  
IS AS  
UNIQUE  
AS YOU  
ARE



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# Logos, Marks, and Guidelines

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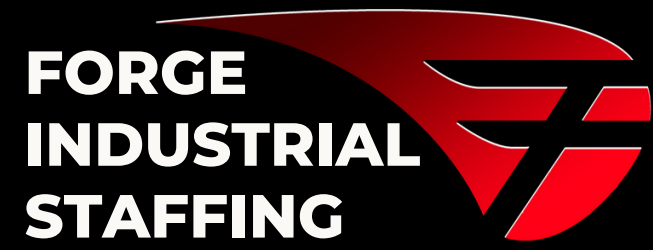
## MAIN LOGO FEATURES

LOGO MARK



WORD MARK

**FORGE  
INDUSTRIAL  
STAFFING**



## LOGO VARIATIONS



## RULES OF APPLICATION

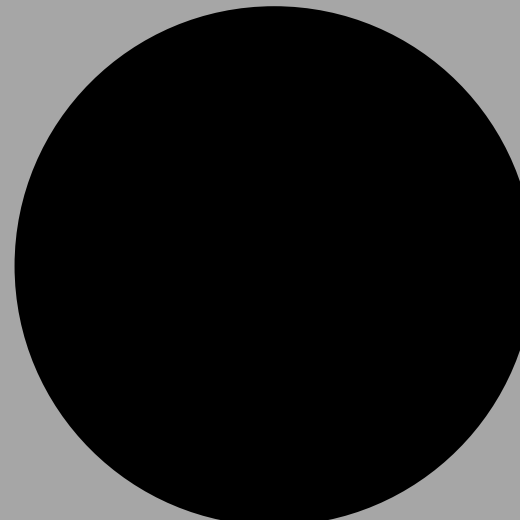
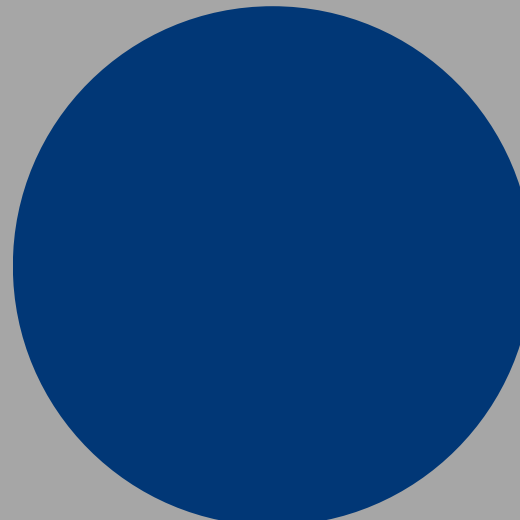
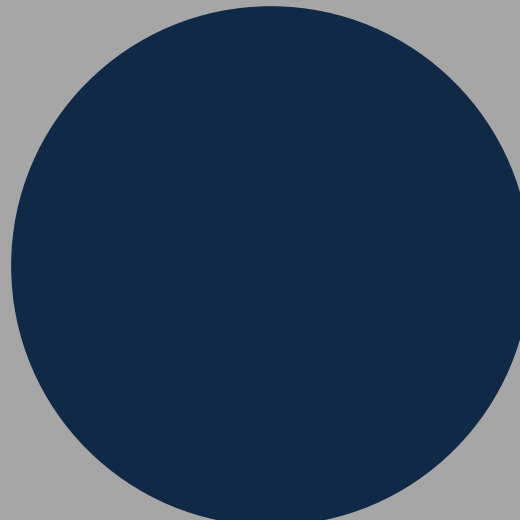
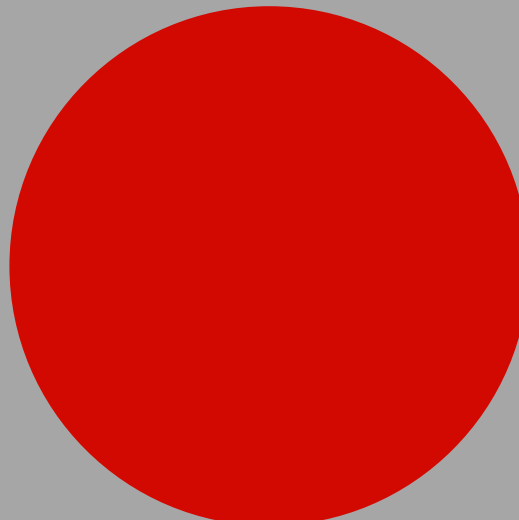
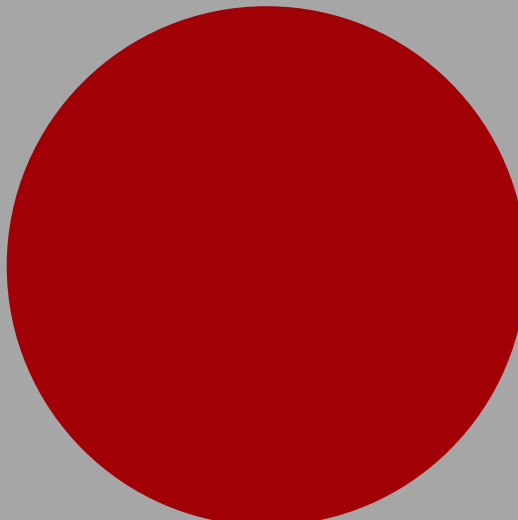
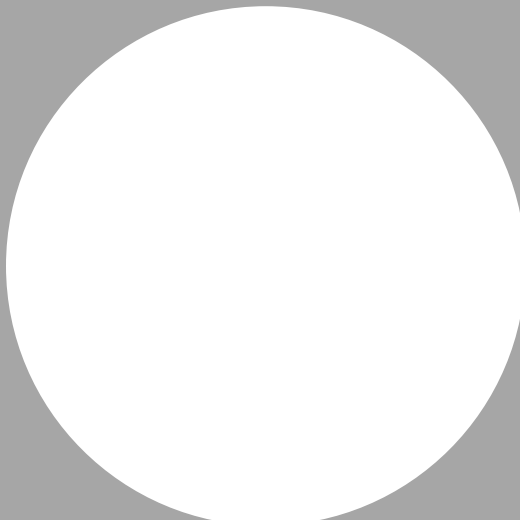
### DO'S AND DONT'S

Versions of our logo can be used to match a variety of materials and applications. It's a best practice to run any logo usage past Marketing to ensure that our brand is staying consistent within the new guidelines.

# Color Palette

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Maintaining a coordinated color palette is paramount in maintaining our brand image and consistency. The approved colors are listed below with samples and color codes.



HEX CODE  
#FFFFFF  
  
CMYK  
0, 0, 2, 2  
  
RGB  
255, 255, 255

HEX CODE  
#A10007  
  
CMYK  
0, 2, 6, 20  
  
RGB  
205, 201, 193

HEX CODE  
#D20900  
  
CMYK  
0, 11, 21, 18  
  
RGB  
209, 186, 166

HEX CODE  
#102947  
  
CMYK  
0, 22, 40, 45  
  
RGB  
139, 109, 83

HEX CODE  
#013776  
  
CMYK  
1, 0, 24, 42  
  
RGB  
146, 148, 113

HEX CODE  
#000000  
  
CMYK  
0, 0, 0, 70  
  
RGB  
77, 77, 77

## FONT OVERVIEW

Montserrat  
For Headers

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

**Montserrat Bold**  
For Subheaders and Paragraphs

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%^&\*()**

Montserrat Extra Light  
For Basic Texts and Information

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

## FONT HIERARCHY

FORGE INDUSTRIAL STAFFING  
**NOW HIRING**

WORK WHERE IT WORKS FOR YOU  
Forge Industrial Staffing was founded in 1995 by Richard DeTamble and John Janisch who had a vision of a different kind of staffing company – one that was built on relationships and focused on the needs of the industrial client and employee. This unwavering focus, coupled with a top-notch staff, has been the basis for our success.

**Example Button**

**Learn More**

# Print & Product Mockups

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# Digital Ad Examples

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We've Been  
**Looking**  
**FOR YOU**  
**Repacking**  
**Positions**  
*Apply Today,  
Start Tomorrow*  
[Learn More](#)  
*Work Where It Works For You*  
 Call to find out more  
**+123-456-7890**



**You're Too Busy To Be  
Struggling With Finding  
Talent**  
Let our talented team of recruiters  
fill your workforce!

**Work Where  
It Works  
For You**



**APPLY NOW AT FORGESTAFF.COM**  
HAZELPARK, MI  
**WE ARE HIRING**  
**FORKLIFT DRIVERS** 



  
Te hemos estado  
**Buscando**  
**POR TI**  
**Posiciones**  
**de Empaque**  
*Aplica Hoy,  
Comienza mañana*  
[Aprende Mas](#)  
*Empleos que trabajan para ti*  
 Llame para saber mas  
**586-685-7743**



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DRIVERS**